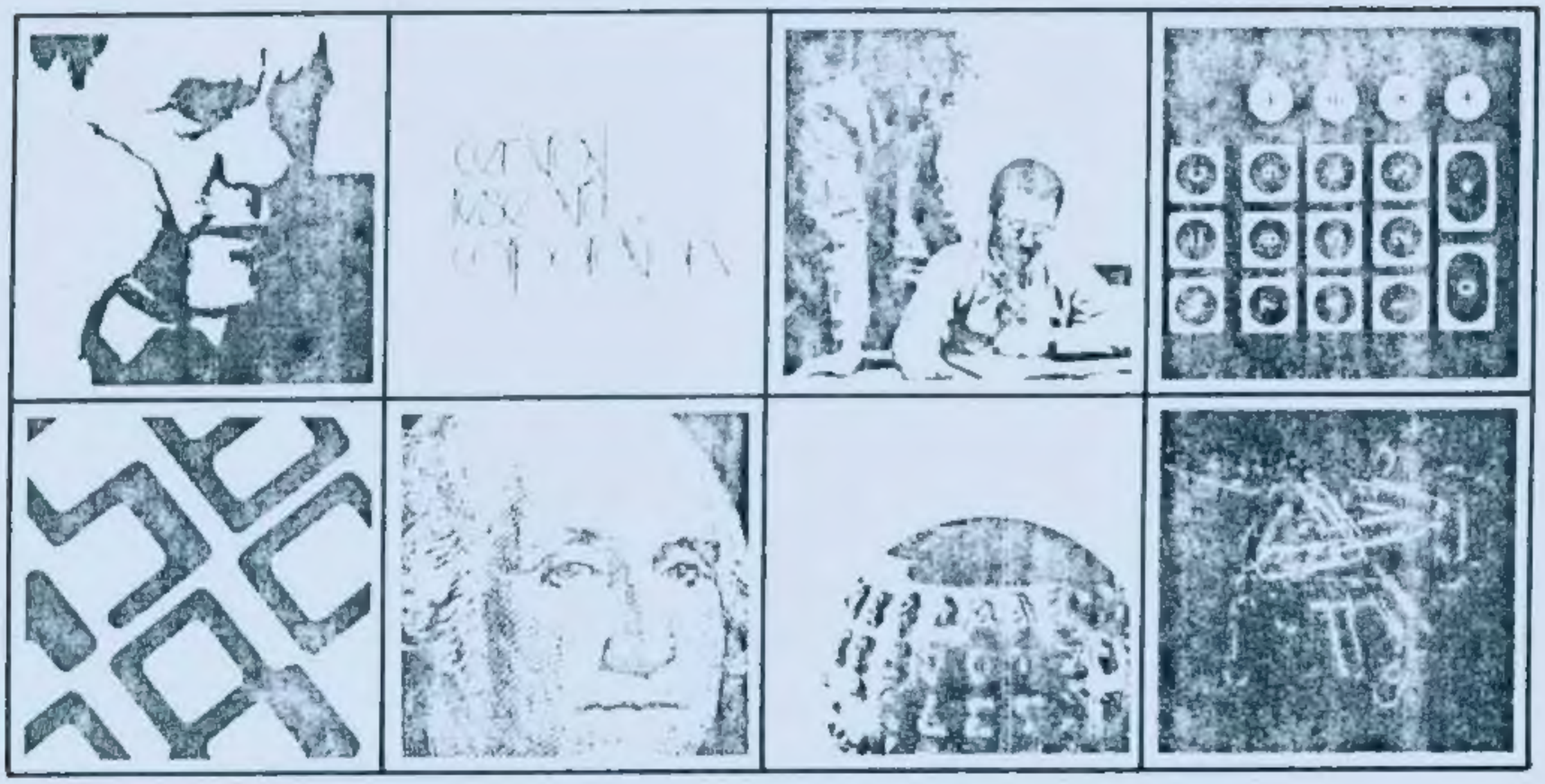
A Report



SHOWBIZ PIZZA PLACE®

CUSTOMER Evaluation
of Shows & Music

August, 1982

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CONTENTS

THE STUDY 1

SAMPLE CHARACTERISTICS 2

CONCLUSIONS 3

RESULTS IN DETAIL 9

THE QUESTIONNAIRE . . . . . Appendix 1

THE CARD (2 SIDES) . . . . . Appendix 3

THE STUDY

This report contains the results, analyses, conclusions and some recommendations based on a survey undertaken to assess customer response and preferences to the Rock-A-Fire Explosion, its characters and its music.

Data was collected by means of personal interviews with customers exiting 3 separate ShowBiz Pizza Places (105th & Metcalf, 12280 W. 63rd and 4601 E. Bannister Road), all in the metropolitan Kansas City area. Interviewing was conducted between July 28 and August 5, 1982.

A total of 407 customers (drawn equally from the three restaurants) were interviewed. The sample was comprised of adults, teenagers and pre-teenagers in proportions which earlier research indicates is representative of the age mix of ShowBiz's clientele.

SAMPLE CHARACTERISTICS

The sample was comprised of persons in the categories and magnitudes listed below:

Category	% of Sample	Number of Respondents (n)
All respondents	100%	407
Adult respondents (age 20 or older)	56%	227
Adults over age 35	20%	82
Adults under age 35	36%	145
Teens	15%	60
Pre-Teens	30%	120
Adult Males	28%	113
Adult Females	28%	114

The Results In Detail Section of this report contains separate tabulations of responses from persons in each of the 8 respondent categories listed above.

CONCLUSIONS

... how many performances (or shows) did you watch ... ?

- On the average, customers watched approximately 3.76 shows per visit. Adults averaged 4.13 shows, pre-teens averaged 3.54 shows and teens averaged 2.78 shows per visit.

- Almost all customers rate the show quite positively.

Overall, would you rate these new shows as ... ?

	Excellent	Good	Total Positive
All	40%	48%	88%
Adults	40%	50%	90%
Teens	30%	55%	85%
Pre-teens	46%	43%	89%

However, pre-teens are somewhat more likely to say they are excellent (46%) and teens are somewhat less likely to say they are excellent (30%).

- Of those who had an opinion about the relative quality of the new shows (Best of Rock-A-Fire) versus the old shows (69% of all interviewed), most felt the new shows were better.

Compared to the previous shows ...

	All	Adults	Teens	Pre-teens
New shows are better	60%	51%	72%	70%
About the same	28%	31%	28%	22%
New shows are not as good	12%	18%	–	8%
	100%	100%	100%	100%

- Of those who "couldn't say" (31%), there was a larger proportion of adults (38%) than teens (33%) and a much larger population than pre-teens (17%).

- A full 75% of all the customers could name (unaided) at least one character and 73% could correctly identify (unaided) Billy Bob. Twenty one percent (21%) named Mitzi and 14% named Fatz. The other characters (except Dook LaRoo) were named by 7 to 9% of the adults. Pre-teens did much better with 92% naming at least one character, 89% naming Billy Bob, 32% naming Mitzi and 10 to 18% naming most of the other characters except Dook LaRoo. Teens did less well than pre-teens but better than adults.

(Unaided ... from pictures) Can you tell me the names ...

- Fatz is easily the favorite character of most customers. Although Billy Bob essentially ties with Fatz for pre-teens.

Which one or two ... are your favorites?

	All	Adults	Teens	Pre-Teens	Adult Males	Adult Females
Fatz	61%	66%	60%	50%	72%	61%
Billy Bob	43%	41%	35%	49%	41%	41%
Mitzi	26%	22%	28%	32%	9%	34%
Earl Schmerle	15%	12%	18%	18%	14%	9%
Rolfe	10%	11%	8%	8%	13%	9%
Dook LaRoo	8%	4%	12%	12%	4%	4%
Beach Bear	4%	4%	2%	4%	4%	4%
Looney Bird	3%	3%	3%	3%	5%	–

There appears to be some degree of gender related preferences (Fatz, Mitzi, Earl and Rolfe) at least for adults and some age related differences.

- People can't seem to do much in the way of identifying particularly "liked" shows (53% couldn't single out a show/shows) other than the birthday songs (12%). See Results Section for some specifics. No real negative comments were made with any frequency.

- People (customers) like music and talk (73%) better than music only (22%) or talk only (1%).
- Two-thirds (65%) thought they would "sing along" if those type of songs were shown (words) on the t.v. screen.
- There are definite age related preferences in types of music (for the band). Below are rank ordered preferences by age group.

Preference RANK	Adults Over 35	Adults Under 35	Teens	Pre-teens
1	1950's music (43%)	Rock & Roll (54%)	Rock & Roll (68%)	Rock & Roll (72%)
2	Country & Western (40%)	1950's music (44%)	1950's Music (27%)	Hard Rock (18%)
3	Rock & Roll (27%)	Children's Songs (44%)	Hard Rock (20%)	Children's Songs (18%)
4	Popular Country (24%)	Country & Western (30%)	Country Western (15%)	1950's Music (15%)
5	Children's Songs (21%)	Popular Country (14%)	Popular Country (15%)	Country Western (13%)
6	Ballads (17%)	Ballads (9%)	Children's Songs (7%)	Popular Country (8%)
7	Other (5%)	Hard Rock (1%)	Ballads (3%)	Ballads (3%)
8	Hard Rock (4%)	Other (–)	Other (–)	Other (3%)

Women have a stronger (more frequent) preference for children's songs (46%) than do men (25%) and likewise for Ballads (17% to 7%).

Across all ages

Overall, Rock & Roll music (not so hard) as a general type of music was suggested most frequently (56%) for the band while 1950's type music (much of it is early rock and roll) was the second most frequently mentioned (33%) type of music (by type of music only and before specific examples were introduced). Children's songs (26%) and Country and Western songs (25%) were also mentioned with respectable frequency.

After interviewers introduced 5 specific and representative "older songs" (not currently on pop charts) as examples of 8 different types of music (examples were randomly selected from longer lists generated by radio station personnel and relevant background materials) customers picked among the various types of music and selected specific titles (as suggestions). Customers most frequently (61%) choose at least one specific title from the 1950's list but a majority (54%) also selected at least one title from music from the 60's.

Customers were given a number of both positive and negative comments gleaned from recent focus group sessions and asked to indicate which described their feeling about the shows and characters. Results indicated a high frequency of positive type reactions and little support/agreement with negative type comments.

Statement	Adults	Teens	Pre-Teens
• A major reason we first came to ShowBiz	50%	29%	37%
• A major reason we return to ShowBiz	35%	17%	22%
• Can watch dozens of times and they don't get old	24%	24%	27%
• Like to bring new people here to see the shows	28%	25%	16%

Clearly the shows and characters have the most appeal for adults either for their own enjoyment or their assumption that their children will be entertained by the shows/characters. One need to keep in mind also who is in the Show Room. Results from an hourly count over a seven day period in one K.C. ShowBiz indicates that on the average 42% of all those in the Restaurant were observed in the Show Room and within this number, 64% were adults, 10% were teens and 26% were pre-teens.

Comparable data from Des Moines showed 48% and 49% of the people were (on the average) observed in the Show Room during the two hourly census measures. Within these numbers, 52% and 55% were adults, 17% and 12% were teens and 31% and 33% were pre-teens.

The above findings are reinforced by telephone survey research (Des Moines) of adult customers who list "Shows" 50% and 46% of the time (most frequent response) when asked what they like about ShowBiz. Clearly the Shows are "a" (if not the) primary reason for coming to ShowBiz. However, it is quite probably that the "games" and "food" (see data below) emerge as equally (?) important reasons for returning (see below—Des Moines data) to ShowBiz. More specifically, the games and food are even more important to more kids (teens and pre-teens) as reasons for returning than are the shows. Shows, however, remain an important element even if not the most important element.

Among Repeat Customers . . . reasons for returning	All	Adults Males	Adults Female	Teens Male	Teens Female	Pre-Teen
Food	66%	50%	54%	87%	71%	71%
Games/rides	71%	60%	58%	91%	81%	71%
Shows	54%	57%	69%	39%	43%	55%

New shows when they become available should be a primary marketing point for attracting return business as customers indicate a strong interest and a likely return trip to see new shows.

RECOMMENDATIONS

- Consider ways to capitalize on (use) Fatz's popularity along with the present emphasis on Billy Bob. The gorilla has appeal! Also keep Mitzi active for females. Consider "Kids Rock Concerts" and special promotion on shows/ characters. Emphasize shows in new markets to attract initial visits.

- Program music decidedly for adults . . . but acceptable to and including songs for . . . pre-teen children. Build music programs on popularity (old top teners, Elvis, Beatles, Beach Boys, etc.). Include chatter (continuity) from characters between songs.

- Stress shows in newer areas for encouraging initial visits and stress new shows when available for encouraging return business.

- Develop a few "sing alongs" with words on t.v. displays for a pilot test of this approach.

- Give some thought to the differences in "volume" reactions from kids vs. older adults. Might consider a kids area (up front) and a concommitant volume gradiant from close-up to back-of-room.

This card [shown to respondent] has pictures of the characters in the band. Can you tell me the names of any of the characters?

	All	Adults Only	Adults Over 35	Adults Under 35	Teens	Pre-Teens	Adult Males	Adult Females
Could correctly name . . .								
Billy Bob	73%	66%	54%	72%	70%	89%	62%	69%
Fatz	14%	11%	9%	12%	18%	18%	6%	16%
Rolfe	9%	7%	6%	8%	5%	13%	8%	7%
Mitzi	21%	15%	13%	15%	27%	32%	6%	23%
Beach Bear	8%	5%	2%	7%	7%	15%	4%	7%
Dook LaRoo	2%	2%	–	3%	–	3%	1%	3%
Earl Schmerle	7%	5%	4%	6%	10%	10%	4%	6%
Loony Bird	9%	7%	5%	8%	3%	15%	8%	6%
Could name none	25%	34%	46%	27%	22%	8%	38%	30%

Which one or two of the characters would you say are your favorites?

Identified as a favorite . . .								
Billy Bob	43%	41%	39%	42%	35%	49%	41%	41%
Fatz	61%	66%	73%	63%	60%	50%	72%	61%
Rolfe	10%	11%	10%	12%	8%	8%	13%	9%
Mitzi	26%	22%	18%	24%	28%	32%	9%	34%
Beach Bear	4%	4%	4%	4%	2%	4%	4%	4%
Dook LaRoo	8%	4%	1%	6%	12%	12%	4%	4%
Earl Schmerle	15%	12%	6%	15%	18%	18%	14%	9%
Loony Bird	3%	3%	4%	2%	3%	3%	5%	–
Don't have a favorite	4%	5%	5%	6%	3%	2%	8%	3%

Approximately how many performances (or shows) did you watch in the Show Room while you were here today?

	All	Adults Only	Adults Over 35	Adults Under 35	Teens	Pre-Teens	Adult Males	Adult Females
Average (mean) response	3.76	4.13	4.13	4.12	2.78	3.54	4.07	4.18

The shows now being shown are our new shows. Overall would you rate these new shows as . . . ?

Excellent	40%	40%	41%	39%	30%	46%	39%	40%
Good	48%	50%	46%	52%	55%	43%	51%	48%
Fair	7%	5%	5%	5%	7%	11%	6%	4%
Poor	–	–	1%	–	–	1%	1%	–
Can't say	4%	5%	6%	5%	8%	–	3%	8%

Compared to the previous shows, would you say these newer shows are better than the older shows, or not as good as the older shows?

New shows are better	42%	32%	35%	30%	48%	58%	29%	34%
About the same	19%	20%	13%	23%	19%	18%	24%	16%
New shows not as good	8%	11%	11%	10%	–	7%	10%	11%
Can't say	31%	38%	40%	37%	33%	17%	37%	39%

RESULTS IN DETAIL

Are there any of the shows that you <u>particularly liked</u>?

	All	Adults Only	Adults Over 35	Adults Under 35	Teens	Pre-Teens	Adult Males	Adult Females
No	53%	53%	58%	50%	63%	47%	59%	48%

Among those who did mention things they particularly like . . .

12% — mentioned the "birthday songs."
6% — mentioned the gorilla or Fatz.
5% — mentioned the singing bear or Billy Bob.
4% — mentioned the cheerleader or Mitzi.
4% — mentioned the "Beatles Tribute" number.
4% — mentioned "My Boyfriend is Back."
4% — mentioned the 50's songs (non-specific)
3% — mentioned the "Medley of Rock & Roll Songs"

Other mentions included This wolf or Rolfe, Beach Bear, Earl; Loony Bird Country & Western songs, Song about Roast Beef & Pizza That's Where Music Comes From, My Love; 60's songs, Banana Hill, We Love You Baby, Maybe Wrong but Maybe Right, Back to School, The Trash Can Scene; The dangling spider.

Are there any of the shows that you particularly disliked?

	All	Adults Only	Adults Over 35	Adults Under 35	Teens	Pre-Teens	Adult Males	Adult Females
No	95%	93%	91%	94%	98%	98%	93%	93%

Among those who did mention things they particularly disliked, no song, feature, or character was mentioned by as many as 1%.

Do you personally prefer shows that are music only, music and talk, or talking only?

	All	Adults Only	Adults Over 35	Adults Under 35	Teens	Pre-Teens	Adult Males	Adult Females
Music Only	22%	23%	22%	23%	32%	16%	20%	25%
Music & Talk	73%	72%	71%	72%	68%	77%	74%	69%
Talk Only	1%	1%	1%	1%	—	3%	1%	1%
No Preference	4%	4%	6%	3%	—	4%	4%	4%

If the band played "sing along" types of songs with the words shown on the TV screens, do you think you would join in the singing?

Yes/Probably	65%	70%	72%	69%	50%	63%	63%	78%
No/Probably Not	27%	25%	24%	25%	35%	28%	30%	19%
Don't know	8%	5%	4%	6%	15%	9%	7%	3%

When it comes to music, which of these types of music (listed on card) would you most like to see the band perform?

	All	Adults Only	Adults Over 35	Adults Under 35	Teens	Pre-Teens	Adult Males	Adult Females
1960's music	33%	44%	43%	44%	27%	15%	42%	46%
Rock & Roll (Not so hard)	56%	44%	27%	54%	68%	72%	46%	43%
Hard Rock	10%	2%	4%	1%	20%	18%	1%	4%
Ballads	8%	12%	17%	9%	3%	3%	7%	17%
Country & Western	25%	34%	40%	30%	15%	13%	32%	36%
Popular Country	14%	18%	24%	14%	15%	8%	16%	20%
Children's Songs	26%	36%	21%	44%	7%	18%	25%	46%
Other	2%	2%	5%	—	—	3%	3%	1%

Would you pick the songs [from list of songs] you think would be best for the Rock-A-Fire Explosion (the band)? (Up to 5 picks permitted.)

Percent who picked one or more titles from category labeled . . .	All	Adults Only	Adults Over 35	Adults Under 35	Teens	Pre-Teens	Adult Males	Adult Females
Early Rock & Roll (50's)	61%	56%	41%	64%	80%	61%	54%	58%
Songs of the 60's	54%	56%	46%	61%	62%	45%	61%	51%
Songs for Children	47%	56%	49%	61%	28%	38%	49%	64%
Ballads & Folk Songs	30%	36%	50%	28%	22%	23%	35%	37%
Classic Western	28%	35%	43%	30%	25%	17%	41%	29%
Standards/Nostalgic	25%	31%	39%	27%	8%	21%	29%	33%
Nursery Rhymes put to music	23%	27%	24%	29%	15%	19%	23%	32%
Classic Country	19%	21%	29%	17%	18%	17%	20%	22%

Of those who picked Early Rock & Roll titles . . .

61% Nothing But a Houndog
48% – Shake, Rattle & Roll
29% – Whole Lotta Shakin Going On
28% – I Love You Susie Q
19% – Birddog

Of those who picked Songs of the 60's titles . . .

51% – Surf City USA
44% – Do the Twist
34% – I Want to Hold Your Hand
26% – Yellow Submarine
18% – I'm Henry the Eighth

Of those who picked Songs For Children titles . . .

51% – Puff the Magic Dragon
34% – Old MacDonald Had a Farm
31% – Purple People Eater
19% – Doggie in the Window
12% – Peter Cottontail

Of those who picked Ballad and Folk Song titles . . .

39% – This Land is Your Land
27% – Big Rock Candy Mountain
23% – Red River Valley
21% – Cat in the Cradle
11% – John Henry

Of those who picked Classic Western titles . . .

46% Back in the Saddle Again
39% – Tumbling Tumbleweed
20% – High Noon
11% Cattle Song
[redacted] – Heading for the Last Roundup

Of those who picked Standards/Nostalgic titles . . .

42% – You are my Sunshine
31% – I'm Looking Over a 4-Leaf Clover
18% – My Bucket's Got a Hole in it
17% – Mule Train
10% – Baby It's Cold Outside

Of those who picked Nursery Rhyme titles . . .

41% – Big, Bad Wolf
24% – Mary Had a Little Lamb
21% – Little Red Riding Hood
20% – High Diddle-Diddle
20% – Three Little Pigs Went to Market

Of those who picked Classic Country titles . . .

51% – Wabash Cannonball
23% – Rhumba Boogie
19% – I'm Moving On
14% – Oklahoma Hills
10% – Bouquet of Roses

These are titles volunteered by respondents as special favorites which were not included on the scan list of titles. Nearly all were mentioned only one time each.

Jail House Rock
Going to Kansas City
Baby Come Close
Chain Lightning
Take Me Down
Eye of the Tiger
We Got the Beat
I Love Rock & Roll
Body Language
Crazy Train
Hurts so Good

Pop Goes the Weasel
Star Wars
Happy Trails
Tomorrow
Ebony & Ivory
Blueberry Hill
Red Sails in the Sunset
School Days
To Be or Not to Be
Open Arms
Gonna Hire a Wino

Fools Rush In
My Angel is a Centerfold
For Your Eyes Only
The Gambler
Coward of the County
What Kind of Fool am I?
Tainted Love
I Left my Heart in San Francisco
California Dream
To Be or Not to Be

Which of these statements [listed on card] describe your feelings about the shows and the characters?

	All	Adults Only	Adults Over 35	Adults Under 35	Teens	Pre-Teens	Adult Males	Adult Females
A major reason we first came to ShowBiz	43%	50%	51%	50%	29%	37%	51%	50%
A major reason we return to ShowBiz.	29%	35%	32%	37%	17%	22%	39%	31%
Can watch dozens of times & they don't get old.	25%	24%	26%	24%	24%	27%	23%	26%
Like to bring new people here to see the shows.	24%	28%	24%	30%	25%	16%	25%	31%
Young people in our group like shows more than I do.	17%	23%	26%	21%	17%	6%	20%	25%
Shows are too loud.	13%	19%	24%	16%	3%	5%	15%	23%
Girl mouse should sing more.	9%	7%	6%	7%	10%	13%	5%	8%
Novelty wears off after a couple times.	6%	7%	5%	8%	10%	2%	8%	5%
Darkened room interferes with eating.	4%	4%	2%	4%	8%	4%	5%	2%
Don't pay much attention to the shows.	3%	4%	5%	3%	5%	2%	5%	2%
Shows are not loud enough.	3%	2%	–	3%	7%	3%	1%	3%
Shows interfere with conversation.	2%	3%	4%	2%	–	3%	2%	4%

If ShowBiz had a quieter room where you could just sit and talk while you eat, do you think you would probably eat in the Show Room or in the quieter room when you came here?

	All	Adults Only	Adults Over 35	Adults Under 35	Teens	Pre-Teens	Adult Males	Adult Females
Probably Show Room	84%	81%	75%	84%	80%	91%	80%	81%
Probably quieter room	8%	9%	12%	7%	12%	6%	5%	12%
Don't know	8%	10%	12%	9%	8%	3%	14%	6%

If you knew that a whole new series of shows was going to be presented, do you think that would bring you back to ShowBiz to see them?

Yes, Probably	75%	69%	70%	69%	78%	84%	63%	76%
No/Probably Not	12%	17%	13%	19%	8%	3%	22%	12%
Depends on shows	4%	5%	10%	2%	7%	2%	5%	4%
Don't know	9%	8%	7%	9%	7%	11%	10%	7%

APPENDICES

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SHOWBIZ PIZZA PLACE

	Adult	Teen	Pre-Teen	
Male	[1]	[2]	[3]	[6]
Female	[4]	[5]	[6]	

If Adult is respondent . . ?
younger than 35 [1]
35 or older [2] [6]

Day of Week
Mon [1]
Tues [2]
Wed [3]
Thur [4] [7]
Fri [5]
Sat [6]
Sun [7]

Customer Evaluation of Shows & Music

1 Approximately how many performances (or shows) did you watch in the Show Room while you were here today?

[ ][ ] [8–9]
Number of shows watched

2 This card has pictures of the characters in the band. Can you tell me the names of any of the characters? Let's just go through them in order . . . Do you know the name of No. 1? (etc.)

Circle each one the respondent can correctly name

Correct Name is ...	Circle if Respondent Could Give Name	
Billy Bob	[1]	
Fatz	[2]	
Rolfe [De Wolfe]	[3]	
Mitzi	[4]	[10–11]
Beach Bear	[5]	
Dook [La Roo]	[6]	
Earl [Schmerle]	[7]	
Loony Bird	[8]	
[Respondent could name None]	[9]	

3 Which one or two of the characters would you say are your favorites? Give me either their names or numbers from the card?

May circle up to two

Billy Bob	[1]	
Fatz	[2]	
Rolfe [De Wolfe]	[3]	
Mitzi	[4]	
Beach Bear	[5]	[12–13]
Dook [La Roo]	[6]	
Earl [Schmerle]	[7]	
Loony Bird	[8]	
[Don't have a favorite]	[9]	

4 The shows now being shown are our new shows. Overall, would you rate these new shows as Excellent, Good, Fair, or Poor?

Excellent	[1]	
Good	[2]	
Fair	[3]	[20]
Poor	[4]	
Can't say	[5]	

5 Are there any of the shows that you particularly liked?

If No: Write "No"
If Yes: "Can you describe it so we'll know which show(s) you mean?"

[21–23]

6 Are there any of the shows that you particularly disliked?

If No: Write "No"
If Yes: "Can you describe it so we'll know which show(s) you mean?"

[24–26]

7 Compared to the previous shows, would you say these newer shows are better than the older shows, or not as good as the older shows?

New shows are better	[1]	
About the same	[2]	[27]
New shows are not as good	[3]	
Can't say	[4]	

8. Do you personally prefer shows that are music only, music and talk, or talking only?

Music only [1]
Music & Talk [2] (38)
Talk only [3]
No preference [4]

9. When it comes to music, which of the types of music (listed on the middle of the card) would you most like to see the band perform?

1950's type music [1]
Rock & Roll (in general) [2]
Hard Rock [3]
Ballads [4] (28–36)
Country/Western [5]
Popular/Country [6]
Children's songs [7]
Other _____ [8]
No idea [9]

Refer to back of card.

10. From this list of particular songs, would you pick the 5 songs you think would be best for the Rock-A-Fire Explosion (the band)?

May circle up to a total of 5 choices.

A special favorite not on the list?

A.	[1]	[2]	[3]	[4]	[5]	(37–41)
B.	[1]	[2]	[3]	[4]	[5]	(42–46)
C.	[1]	[2]	[3]	[4]	[5]	(47–51)
D.	[1]	[2]	[3]	[4]	[5]	(52–56)
E.	[1]	[2]	[3]	[4]	[5]	(57–61)
F.	[1]	[2]	[3]	[4]	[5]	(62–66)
G.	[1]	[2]	[3]	[4]	[5]	(67–71)
H.	[1]	[2]	[3]	[4]	[5]	(72–76)

11. If the band played "sing along" types of songs with the words shown on the TV screens, do you think you would join in the singing?

Yes/Probably [1]
No/Probably Not [2] (77)
Don't know [3]

12. If ShowBiz had a quieter room where you could just sit and talk while you eat, do you think you would probably eat in the Show Room or in the quieter room when you come here?

Show Room [1]
Quieter Room [2] (78)
Don't know [3]

13. If you knew that a whole new series of shows was going to be presented, do you think that would bring you back to ShowBiz to see them?

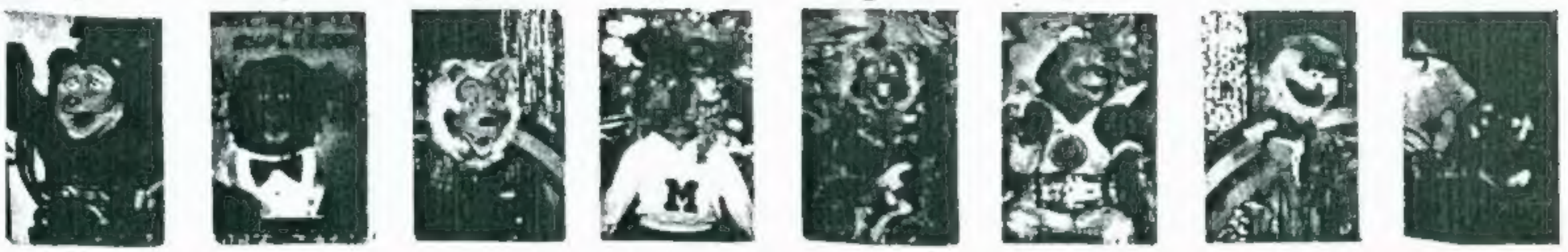
Yes/Probably [1]
No/Probably not [2] (79)
Would depend on the shows [3]
Don't know [4]

14. Which of the statements on the bottom of the card describe your feelings about the shows and the characters?

[1]	[7]	(80–81)
[2]	[8]	
[3]	[9]	
[4]	[A]	
[5]	[B]	
[6]	[C]	

Which ones can you name?

1 2 3 4 5 6 7 8



Types of music I'd most like to see the band perform:

Mention all which apply

1. 1950's type music
2. Rock & Roll—Not so hard
3. Hard Rock
4. Ballads
5. Country & Western music
6. Popular Country Music
7. Children's songs
8. Other _____

Some of my feelings about the shows and the band include . . .

Mention all which apply

1. They are a major reason we first came to ShowBiz.
2. They are a major reason we return to ShowBiz.
3. Their novelty wears off after you've seen them once or twice.
4. I like to bring new people here to see the shows.
5. I don't pay much attention to the shows.
6. I think the girl mouse should do more singing.
7. When the room is darkened for the shows, it interferes with my eating.
8. The shows interfere with our conversation.
9. I can watch the show dozens of times and they don't get old.

A. Younger people in our group like the shows much more than I do.
B. The shows are not loud enough.
C. The shows are too loud.

- PLEASE SCAN THE ENTIRE LIST BEFORE MAKING CHOICES
- CHOICES SHOULD REFLECT MUSIC THAT YOU PERSONALLY WOULD ENJOY.

A. NURSERY RHYMES PUT TO MUSIC

1. Mary Had a Little Lamb
2. High Diddle-Diddle, the Cat and the Fiddle
3. Three Little Pigs Went to Market
4. Little Red Riding Hood
5. The Big Bad Wolf

B. SONGS FOR CHILDREN

1. Old Mac Donald Had a Farm
2. Puff the Magic Dragon
3. Purple People Eater
4. Doggie in the Window
5. Peter Cottontail

Pick up to five choices

C. BALLADS AND FOLK SONGS

1. This Land is Your Land
2. John Henry
3. Cat in the Cradle
4. Red River Valley
5. Big Rock Candy Mountain

D. CLASSIC WESTERN

1. Back in the Saddle Again
2. Heading for the Last Roundup
3. Tumbling Tumbleweeds
4. High Noon
5. Cattle Song

E. EARLY ROCK-AND-ROLL (50's)

1. You're Nothing But a Hounddog
2. Whole Lotá Shakin' Goin' On
3. Shake Rattle and Roll
4. Birddog
5. I Love You, Suzie Q

F. SONGS OF THE 60'S

1. Do the Twist
2. Surf City U.S.A.
3. I Want to Hold Your Hand
4. Yellow Submarine
5. I'm Henry the Eighth, I Am

G. STANDARDS/NOSTALGIC

1. I'm Looking Over a Four Leaf Clover
2. Baby It's Cold Outside
3. You Are My Sunshine
4. My Bucketś Got a Hole in It
5. Mule Train

H. CLASSIC COUNTRY

1. Rumba Boogie
2. I'm Movin' On
3. Wabash Cannonball
4. Oklahoma Hills
5. Bouquet of Roses

Do you have a special favorite that is not on the list?

SPP CUSTOMER EVALUATION OF SHOWS & MUSIC

(Report Prepared by Central Research Corp)

Date of Origin: 1982
Archived: 4-28-08
Submission by VegaNova
Version 1.0

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